

## Urban Forestry Council Meeting

Stoughton Fire Department Training Facility  
401 East Main Street  
Stoughton, WI 53589

**THURSDAY, NOVEMBER 5, 2015**

<b>IN ATTENDANCE:</b> R. Bruce Allison, Fred Clark, Patty Dreier, Marla Eddy, August Hoppe, Leif Hubbard, Shirley Brabender Mattox, Kim Miller, Daniel Siewert, David Sivyer, Jordan Skiff, Dwayne Sperber, Blake Theisen, Jeffrey Treu, Kelli Tuttle, Shahla Werner, Martin Whitehead, Curt Witynski, Jeff Wolters
<b>EX OFFICIO (NON-VOTING) MEMBERS IN ATTENDANCE:</b> Sara Minkoff, Dick Rideout, Jeff Roe, Olivia Shanahan, Brian Wahl
<b>ABSENT:</b> Wendy Braun, Todd Chwala, Thomas Dunbar, Mark Freberg, Kristin Gies, Jill Johnson (ex officio), Thomas Landgraf, Donald Merkes, Tony Nowak, Art Ode, Les Werner, Kevin Westphal
<b>GUESTS (NON-VOTING):</b> Sabina Dhungana, Carmen Hardin, Mark Heyde, Twink Jan-Mahon, Randy Nelson

### Agenda Summary:

<b>8:30 am</b>	1. Call Meeting To Order <ul style="list-style-type: none"><li>Stoughton Mayor Donna Olson: Welcome to Stoughton</li><li>Welcome Mark Heyde, Planning Workshop Facilitator, and Carmen Hardin, Forest Management Bureau Director</li><li>Approve September Minutes, Agenda Repair</li></ul>
<b>9:00 am</b>	2. Introduce scope and outcomes of this process: 10 minutes
<b>9:10 am</b>	3. Issue Group Chair Summaries: 15 minutes
<b>9:25 am</b>	4. New Ideas Offered: 10 minutes
<b>9:35 am</b>	5. Discussion of Issue Options: 25 minutes <ul style="list-style-type: none"><li>Vote on 5 Issue Groups</li></ul>
<b>10:00 am</b>	<b>Break: 30 minutes</b>
<b>10:30 am</b>	6. Issue Groups: Clarify Charge for Each Group: 30 minutes <ul style="list-style-type: none"><li>Confirm/Modify Membership/Leadership (members pick 1 or 2)</li></ul>
<b>11:00 am</b>	7. Groups Meet to Devise/Modify Strategy Plan with Action Steps and Report: 30 minutes
<b>11:30 am</b>	8. VOTES: 30 minutes <ul style="list-style-type: none"><li>By-Laws Amendment Discussion/Vote – David Sivyer</li><li>Budget Recommendations for FLT initial discussion – David Sivyer</li></ul>
<b>12:00 noon</b>	<b>Lunch and Presentation: Randy Nelson, Stoughton's City Forest Plan</b>
<b>1:00 pm</b>	9. DNR UF Team – Jeff Roe: 15 minutes
<b>1:15 pm</b>	10. Organizations Quarterly Updates: 30 minutes <ul style="list-style-type: none"><li>American Society for Landscape Architects – Blake Theisen</li><li>Wisconsin Green Federation and Nursery Association – Jeff Wolters</li></ul>
<b>1:45 pm</b>	11. Update on Award Nominations – Kristin Gies and Jeff Treu: 30 minutes
<b>2:15 pm</b>	12. Future Agenda Items + Meeting Dates/Locations 2016 – David Sivyer: 15 minutes
<b>2:30 pm</b>	<b>Adjourn</b>

## 1. CALL MEETING TO ORDER

<b>8:30 – 9:00 AM</b>	<u>Lead</u> David Sivyer	<u>Length</u> 30 MINUTES	<u>Type</u> UPDATES + APPROVE MINUTES + AGENDA REPAIR
<u>Description:</u> <ul style="list-style-type: none"> <li>➤ Call To Order at 8:45 am. Introductions of Council members, DNR staff, and guests.</li> <li>➤ Housekeeping (Sara Minkoff: refreshments, handouts, paperwork).</li> <li>➤ Welcome to Stoughton from Mayor Olson.</li> <li>➤ Approve September Minutes.</li> <li>➤ Agenda Repair.</li> </ul>			
<u>Outcome:</u> Delayed approving minutes until quorum was achieved. Once quorum achieved, approve September 28 meeting minutes.			
<u>Preparation:</u> Review September 28 Meeting Minutes (Sent with November Agenda).			
<u>Action Items:</u> Jeff Wolters moved to accept minutes as presented. Jordan Skiff seconded the motion. Minutes approved by unanimous vote.			

## 2. INTRODUCTION TO ISSUE GROUP PLANNING

<b>9:00-9:10 AM</b>	<u>Lead</u> Mark Heyde	<u>Length</u> 10 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Introduction to process, scope and outcomes.			
<u>Outcome:</u> The goal is for the Council to agree to work on no more than 5 Issue Groups, to determine the charge and goals/outcomes for each, determine membership rosters and leadership, and to begin planning on actions needed to achieve the agreed upon goals.			

## 3. ISSUE GROUP SUMMARIES

<b>9:10- 9:25 AM</b>	<u>Lead</u> Chairs of Current Issue Groups	<u>Length</u> 10 MINUTES	<u>Type</u> INFORMATIONAL
<u>List of Current Issue Groups:</u> <ul style="list-style-type: none"> <li>- Stormwater: Jordan Skiff</li> <li>- Urban Wood Utilization: Dwayne Sperber</li> <li>- Urban Forest Species Diversity: Jeff Wolters</li> <li>- Advocacy: Curt Witynski</li> <li>- Technology Transfer: Patty Dreier (new)</li> </ul>			
<u>Outcome:</u> Written summaries of current Issue Group activities provided to Council members prior to meeting for review.			
<u>Preparation:</u> Review any written updates sent in advance.			
<u>Discussion comments:</u> Reports from Issue Groups: <ol style="list-style-type: none"> <li>1. <b>Stormwater (Jordan Skiff, chair):</b> See Quarterly Report for details. Much of the group's efforts have been towards the acceptance of tying stormwater credits/permits to urban trees to increase value of urban forests to communities. Jordan discussed several highlights of the group's progress over the past several years: they have looked at how</li> </ol>			

other communities and states have leveraged the relationship between increased water quality and green infrastructure to encourage communities to invest in healthy urban forests through stormwater credits; they invited Roger Bannerman to speak to the Council on his research into the relationship between phosphorus from leaves and water quality and the effectiveness of leaf management programs; included a discussion and tour on the relationship between stormwater issues and green infrastructure at the LaCrosse meeting (June 2014); prompting BMP with communities done on an individual basis; and encouraging the DNR Forestry Division and Water Divisions to communicate more often on this topic (held one meeting and are hoping to continue this relationship; this is a long term process). The group encourages research into measuring stormwater quality before and after a community loses a percentage of their canopy due to EAB. Jordan will step down as group chair today.

2. **Urban Wood Utilization (Dwayne Sperber, chair):** See Quarterly Report for details. Dwayne reported on some highlights: urban wood utilization is comprised of three parts: source (public or private), wood using/specifying industries, and public awareness; one element does not exist without the others.
  - a. Making progress in the education of municipalities, arborists, loggers, foresters, and people involved in the forest products industry about the potential for urban wood utilization has been ongoing for the past decade.
  - b. One big challenge is producing consistent messaging: What is urban lumber? What are mills faced with when they accept urban lumber?
  - c. The group proposes the development of multiple templates for diverse communities to follow in the utilization of their urban wood and encourage collaborations to develop and communicate appropriate standards.
  - d. Collect and share data on the economic analysis of diverting urban wood from landfills (include cost savings); Milwaukee has already done this analysis. Need to gather data related to the triple bottom line: non-financial benefits, jobs, carbon sequestration, and other non-tangible benefits.
  - e. Strive to identify and develop potential markets for urban wood.
  - f. Continue relationship with Wisconsin Urban Wood and help build the WUW brand: <http://wisconsinurbanwood.org/>
  - g. Have been involved with several related activities, exhibits, presentations, and events.
  - h. The group will continue to reference their 2014 work plans as this will be ongoing for the next decade at least; their challenge is to create a consistent message.
3. **Urban Forest Species Diversity (Jeff Wolters, chair):** Jeff summarized the group's work to date.
  - a. The group's goal is to create diversity with planting of the "proper tree in the proper place".
  - b. Need for diversity evident from effects of Dutch Elm Disease and EAB.
  - c. Given numerous presentations on the goal of species diversity and has gotten feedback on the challenges of locating diverse species. Communities and organizations have had some success with contract growing with private nurseries. One model: municipality purchases trees and nursery grows them.
  - d. Provided tour of Johnson Nursery for Council members and a program at the WAA/DNR conference.
  - e. Within communities they have seen that the people responsible for tree planting don't know what to plant, don't have an inventory of what is already planted, and

can't find the species/varieties they want. The group recommends conducting tree inventories of what is already in place.

4. **Advocacy:** Curt Witynski served as leader of this Issue Group but it has been fairly inactive. Last spring the Council as a group and as individuals had a positive impact on legislation involving grant funding for urban forestry projects and programs. Some group goals include monitoring what is going on with legislature and promoting urban forestry in general whenever there is an opportunity.

Mark Heyde summarized these reports and concluded that Issue Groups felt that these current groups still play an important role as part of the UFC strategic plan.

Group members were reminded that the only the Chair is authorized to speak on behalf of the Council. Any issues the group wants to promote need to go through the Chair to the DNR.

<u>Action items:</u>	<u>People responsible:</u> Chairs of Issue Groups	<u>Deadline:</u>
----------------------	--	------------------

#### 4. NEW ISSUE GROUP IDEAS OFFERED

<b>9:25 – 9:35 AM</b>	<u>Lead</u> David Sivyer + Mark Heyde	<u>Length</u> 10 MINUTES	<u>Type</u> VOTE
<u>Description:</u> Members provide ideas for new Issue Groups. If plan to do so, come prepared with full information/justification for new group, including: role, purpose and desired outcomes.			
<u>Outcome:</u> Provide information and justification for any new or additional Issue Groups.			
<u>Discussion comments:</u> Suggestion: the Council form two new Issue Groups, 1. Education and 2. Invasive Species.			
<u>Decisions ([METHOD]):</u> <ol style="list-style-type: none"> <li>1. The Technology Transfer/Advocacy Group will include education and outreach in their planning process and acknowledges that these areas touch on all Issue Groups, with both internal (between Council members) and external (constituents, clients, and communities) components to be addressed.</li> <li>2. Question: is the Advocacy Issue Group to provide support for helping Council members become more educated (internal education) and more effective advocates or will the Council reach out and educate others around the state/be the voice of urban forestry statewide?</li> <li>3. The members agreed that DNR and DATCP staff handle invasive species issues and the Urban Forest Species Diversity Issue Group can include invasives in their planning process.</li> <li>4. There are issues that the Council will want additional information about from DNR and DATCP to stay informed on and be able to provide advice and guidance back to the DNR (example: invasive species).</li> </ol>			

#### 5. DISCUSSION AND VOTE ON ISSUE OPTIONS

<b>9:35 – 10:00 AM</b>	<u>Lead</u> David Sivyer + Mark Heyde	<u>Length</u> 25 MINUTES	<u>Type</u> DISCUSSION
------------------------	---	-----------------------------	---------------------------

<u>Outcome:</u> Determine 3-5 Issue Groups (with about 6 members per group) to focus work for next 3-5 years.
<u>Preparation:</u> Review materials shared in advance of meeting.
<u>Discussion comments:</u> Members are welcome to serve on more than one Issue Group.
<u>Decisions ([METHOD]):</u> The group decided to merge Advocacy and Tech Transfer into one Issue Group. Groups formed: <ol style="list-style-type: none"> <li>1. <b>Urban Wood Utilization</b></li> <li>2. <b>Advocacy/Tech Transfer</b></li> <li>3. <b>Stormwater</b></li> <li>4. <b>Urban Forest Species Diversity</b></li> </ol>

**10:00 – 10:30 AM                      BREAK**

## **6. ISSUE GROUPS: CLARIFY CHARGE FOR EACH ISSUE GROUP**

<b>10:30 – 11:00 AM</b>	<u>Lead</u> David Sivyver + Mark Heyde	<u>Length</u> 30 MINUTES	<u>Type</u> FACILITATED
<u>Outcomes:</u> <ul style="list-style-type: none"> <li>• Clarify roles and outcomes for each Issue Group.</li> <li>• Issue Groups work beyond the scope of the Council's primary focus of advising and informing DNR and partners/industry on urban forestry issues. Issue Groups work on topics not being undertaken by DNR. Today these groups will identify what the Council will do separate from the primary role of providing advice to the DNR; beyond the Issue Group themes, the Council is expected to be always advising on urban forestry issues.</li> <li>• Issue Groups were asked to work first on desired outcomes then look at possible actions that could lead to the outcomes.</li> <li>• Issue Groups were encouraged to outline realistic actions and outcomes.</li> <li>• Confirm/modify membership/leadership for each Issue Group.</li> <li>• Today's goal is to leave meeting with an initial draft of a document listing what each Issue Group will focus on for the next 3-5 years and identify a group leader/facilitator.</li> </ul>			
<u>Preparation:</u> Come to meeting prepared to join/lead at least one Issue Group.			
<u>Decisions ([METHOD]):</u> Issue Groups will have time during meeting to work on developing an initial strategic plan with facilitation support from DNR staff.			

## **7. GROUPS MEET TO DEVISE/MODIFY STRATEGY PLAN WITH ACTIONS STEPS**

<b>11:00 – 11:30 AM</b>	<u>Lead</u> David Sivyver + Mark Heyde	<u>Length</u> 30 MINUTES	<u>Type</u> FACILITATED GROUP WORK
<u>Description:</u> <ul style="list-style-type: none"> <li>• Divide into Issue Groups to determine strategic plans and action steps for next 3-5 years.</li> </ul>			

- Mark Heyde described today's process for the group work and explained that working in one Issue Group today does not commit you to staying with that group into the future: 15 minutes on outcomes, 15 minutes on actions designed to achieve these outcomes and 15 minutes reporting out a summary of group work.
- Dick Rideout asked group to record any information or data that DNR could provide that would be helpful in working on urban forestry issues and accomplishing the various outcomes.
- Jeff Roe stated that DNR is planning on making a presentation on the Urban Forestry Assessment project at a future Council meeting.
- Rosters for Issue Group work at meeting:
  - **Urban Wood Utilization:** August Hoppe, **Dwayne Sperber** (group leader); Twink Jan-Mahon, guest; Sabina Dhungana and Dick Rideout, DNR facilitators.
  - **Advocacy/Tech Transfer:** **Patty Dreier** (group leader), Shirley Brabender Mattox, Kim Miller, Jeff Treu, Curt Witynski, Martin Whitehead; Jeff Roe, DNR facilitator. This group is considering tech transfer as a subset of advocacy.
  - **Stormwater:** Leif Hubbard, David Sivyver, Jordan Skiff, Blake Theisen; Olivia Shanahan, DNR facilitator, Carmen Hardin, DNR Forest Management Bureau Director. No group leader at this time.
  - **Urban Forest Species Diversity:** Marla Eddy, Dan Siewert, Shahla Werner, **Jeff Wolters** (group leader); Brian Wahl, DNR facilitator. This group is focusing on ways to encourage planting the "proper tree in the proper place".
- Issue Group strategic planning documents attached to end of this document.

Outcome: Issue Group strategic plans.

Action items: Each Issue Group will complete the Strategic Action Planning chart provided for reporting purposes.

People responsible: Each Issue Group will record today's conversation and send written report (based on handout provided) to Sara Minkoff.

Deadline: Issue Group reports from meeting are due to Sara Minkoff on November 20, 2015 and will be incorporated into meeting minutes from today's meeting.

## 8. BY-LAWS AND BUDGET RECOMMENDATIONS VOTING

<b>11:30 AM – 12:00</b>	<u>Lead</u> <i>David Sivyver</i>	<u>Length</u> <i>30 MINUTES</i>	<u>Type</u> <i>DISCUSSION AND VOTING</i>
<u>Description:</u> See Handouts <ul style="list-style-type: none"> <li>• By-Laws Amendment Discussion/Vote</li> <li>• Budget Recommendations for DNR Forestry Leadership Team consideration</li> </ul>			
<u>Outcome:</u> <ul style="list-style-type: none"> <li>• Approve By-Laws as amended.</li> <li>• Approve budget recommendations for FLT.</li> </ul>			
<u>Discussion comments:</u> There was considerable discussion on both items.			
<u>Decisions ([METHOD]):</u> <ul style="list-style-type: none"> <li>• Blake Theisen moved to approve the By-Laws as amended, Leif Hubbard seconded the motion, and the motion was passed unanimously. Amended and approved By-Laws will be updated for distribution.</li> </ul>			

<ul style="list-style-type: none"> <li>Budget recommendation document was approved with amendments. Leif Hubbard moved for approval, Shirley Brabender Mattox seconded the motion. All voted in favor of accepting this document with amendments.</li> </ul>		
<u>Action items:</u> David will provide amended document titled “Proposed WUFC Recommendations with Fiscal Impact to WDNR Forest Leadership Team”.	<u>Person responsible:</u> David Sivyer	<u>Deadline:</u>

**12:00 NOON**

## **LUNCH + PRESENTATION**

- Randy Nelson, Stoughton City Arborist:**  
**Stoughton’s City Forest Plan**

## **9. DNR URBAN FORESTRY TEAM UPDATES AND REPORTS**

<b>1:00 – 1:15 PM</b>	<u>Lead</u> Jeff Roe + Carmen Hardin + Brian Wahl	<u>Length</u> 15 MINUTES	<u>Type</u> INFORMATIONAL
<u>Description:</u> Urban Forestry Team and Forestry Management Bureau updates.			
<u>Outcome:</u> <ol style="list-style-type: none"> <li>Jeff shared information about the upcoming Urban Forestry Owners Survey and related forestry focus groups. The majority of the funding for this research is through USFS with supplemental funds from DNR. Participants will represent urban and suburban residents as well as business owners, all selected through their relationship to urban FIA plots. The initial surveys will be conducted with urban landowners in Madison (December 2015) and Wausau (February 2016) as a pilot project to gain baseline data. The goal is to collect qualitative information on how landowners relate to the forest resource in different urban areas. The survey will be conducted continuously to see how results change over time. The survey will look at several issues, including: <ul style="list-style-type: none"> <li>➤ Reasons for owning urban forest</li> <li>➤ Management activities</li> <li>➤ Attitudes towards wildlife, trees, landscaping, and related topics</li> <li>➤ Who they receive management advice from</li> <li>➤ Knowledge of trees and benefits of urban forests</li> </ul> </li> <li>Carmen reported that the UF Quarterly Report is tied to the DNR Strategic Direction and shared examples.</li> <li>Carmen discussed her new role at DNR and how DNR vacancies are filled. She talked about her professional background, the DNR organizational structure and the current alignment process. Due to the Forestry Division’s previous work on the Strategic Direction, the current alignment process will result in minimal effects in Forestry Division’s structure and function.</li> <li>Jeff reported that Kristin Gies, Olivia Shanahan and Olivia Wittun will be attending the national Arbor Day Foundation Partners in Community Forestry Conference, November 18-19, Denver, Colorado.</li> <li>Brian reported that the UF grants team evaluated 80 grant applications, compared with 49 in 2014, representing \$2.5 million in projects. The DNR has \$500,000 to distribute. This</li> </ol>			



year's applications were distributed throughout the state and ranged from \$2,500 to \$25,000.

## 10. ORGANIZATIONS QUARTERLY UPDATES

<b>1:15 – 1:45 PM</b>	<b><u>Lead</u> Blake Theisen + Jeff Wolters</b>	<b><u>Length</u> 30 MINUTES</b>	<b><u>Type</u> INFORMATIONAL</b>
<u>Description:</u> <ul style="list-style-type: none"> <li>➤ American Society for Landscape Architects – Blake Theisen</li> <li>➤ Wisconsin Green Federation and Nursery Association – Jeff Wolters</li> </ul>			
<u>Outcome:</u> <ol style="list-style-type: none"> <li><b>American Society for Landscape Architects—Blake Theisen:</b> <ol style="list-style-type: none"> <li>SITES Initiative (Sustainable Sites Initiative): similar to LEED certification for buildings; site-based sustainable project management; some sites include US Botanic Garden and the Lady Bird Johnson Wildflower Garden.</li> <li>WI ASLA chapter sponsored film screenings of two films: the Aldo Leopold film “Green Fire” and “Frederick Law Olmstead: Designing America.”</li> <li>ASLA holding a national conference in Chicago, November 6-9, 2015, with four sessions dedicated to urban trees and soils.</li> <li>Blake gave a presentation on wayfinding in parks and referenced the use of local urban wood at the November 2014 meeting of the Wisconsin Parks and Recreation Association.</li> <li>The Wisconsin ASLA annual conference in 2016 is scheduled for February 24-25 at the UW-Madison Union South. The Call for Presenters can be found here: <a href="http://www.wiasla.com/wp-content/uploads/2012/12/Click-Here-to-Download.pdf">http://www.wiasla.com/wp-content/uploads/2012/12/Click-Here-to-Download.pdf</a></li> </ol> </li> <li><b>Wisconsin Green Federation and Nursery Association – Jeff Wolters:</b> <ol style="list-style-type: none"> <li>This is an umbrella group comprised of the following organizations: Commercial Flower Growers of Wisconsin, Gardens Beautiful Garden Centers, Lawns of Wisconsin Network, Wisconsin Christmas Tree Producers Association, Wisconsin Nursery and Landscape Association, and Wisconsin Sod Producers Association. All of these organizations hold their own educational meetings, workshops, and conferences for their members.</li> <li>They have worked with Bernie Williams (DNR) on developing Best Management Practices and educational strategies for members and customers on the issue of managing invasive jumping worms, currently the biggest concern in the Wisconsin green industry.</li> </ol> </li> </ol>			
<u>Preparation:</u> Send written quarterly reports to Sara Minkoff before meeting for electronic distribution to Council members.			
<u>Action items:</u> We will have industry updates from the following representatives at our March 2016 meeting: Wisconsin Parks and Recreation Association and UW-Extension.	<u>People responsible:</u> <b>Wisconsin Parks and Recreation Association:</b> Tony Nowak  <b>UW-Extension:</b> Kim Miller	<u>Deadline:</u> Representatives are asked to send a written report sent to Sara Minkoff in advance of the March 2016 meeting for distribution to members with agenda.	



## 11. AWARD NOMINATIONS UPDATE

<b>1:45 – 2:15 PM</b>	<u>Lead</u> Kristin Gies + Jeff Treu	<u>Length</u> 30 MINUTES	<u>Type</u> Updates
<u>Description:</u> Provide updates on current nominations and awardee selection process.			
<u>Outcomes:</u> <ul style="list-style-type: none"> <li>➤ Jeff Treu reminded members of the <b>November 30 deadline</b> for submission of nominations (send to Sara Minkoff).</li> <li>➤ He stressed the importance of trying to overcome the perennial shortage of nominations in the categories for elected officials and lifetime achievement and urged members to consider nominating someone or a project/organization they are familiar with that is deserving of an award.</li> <li>➤ The list of award categories is on the UFC webpage.</li> <li>➤ Jeff encouraged members to look beyond the typical circle of potential nominees and to check out the UFC grant applicants for possible nominees</li> <li>➤ Award winners are typically announced at annual WAA/DNR conference (February 14-17, 2016) and several award winners receive their awards at that time. Many also receive theirs at local ceremonies and local press gets involved.</li> <li>➤ He would like to include photos from the awards ceremonies in the Annual Report.</li> <li>➤ He will send notices of the local award ceremonies to all Council members.</li> <li>➤ In 2015, six award presentations were held.</li> </ul>			
<u>Action items:</u> The Awards Committee will send notices of the local award ceremonies to all Council members.	<u>Person responsible:</u> Sara Minkoff with assistance from Kristin Gies and Jeff Treu.	<u>Deadline:</u> Information to be shared as it becomes available.	

## 12. FUTURE AGENDA ITEMS + MEETING DATES/LOCATIONS 2016

<b>2:15 – 2:30 PM</b>	<u>Lead</u> David Sivyer	<u>Length</u> 15 MINUTES	<u>Type</u> Updates
<u>Description:</u> Discuss future meetings: dates, locations, and topics.			
<u>Outcome:</u> <b>Suggested topics for future meetings:</b> <ul style="list-style-type: none"> <li>➤ Overview of DATCP with a meeting held in the DATCP offices (Madison): Shahla Werner</li> <li>➤ SITES Overview, ASLA: Blake Theisen</li> <li>➤ UFIA, DNR: Laura Lorentz, Andy Stoltman</li> <li>➤ Wisconsin Urban Wood: Dwayne Sperber and Jan Twink-Mahon</li> <li>➤ DNR Urban Forestry Owners Survey results: Laura Lorentz, Andy Stoltman, Tricia Knoot</li> <li>➤ Joint meeting with Minnesota Shade Tree Advisory Committee (MNSTAC) (and/or Illinois) with emphasis on stormwater issues</li> <li>➤ ASLA presentation on urban forestry if accepted (Blake Theisen and Dick Rideout)</li> <li>➤ Health Implications of the Urban Forest: Frances Kuo, Human-Environment Research Laboratory, University of Illinois</li> </ul>			

<ul style="list-style-type: none"> <li>➤ Issue Group Reports/Updates: each quarter focus on one Issue Group</li> <li>➤ Educational Opportunities: post-high school education and training, apprenticeships, and employment in the urban forest field; include Wisconsin technical education programming.</li> </ul>	
<p><u>Discussion comments:</u> There was a suggestion that the meetings be set for the same week of each month, on either Wednesdays or Thursdays, as a default option with the possibility of changing this to accommodate holidays, vacations, and presenters/speakers.</p>	
<p><u>Decisions ([METHOD]):</u> Meetings will be held during the following months in 2016:</p> <ul style="list-style-type: none"> <li>➤ March</li> <li>➤ June</li> <li>➤ September</li> <li>➤ Mid-November/early December</li> </ul> <p>Meeting dates and locations will be set by Executive Committee.</p>	
<p><u>Action items:</u> Meetings dates, locations and topics will be set by Executive Committee and sent to members.</p>	<p><u>Person responsible:</u> Executive Committee</p>

**2:30 PM**

**ADJOURN**

# STRATEGIC ACTION PLANNING

## ADVOCACY GROUP

<b>Strategic Opportunity: ADVOCACY GROUP</b> Access to information on urban forestry to improve practices, leadership in the field, lives, communities, and/or the economy. <ul style="list-style-type: none"> <li>• Communication</li> <li>• Outreach</li> <li>• Education</li> <li>• Technology transfer</li> <li>• Building individual and group/council capacities</li> </ul>		
Regarding ADVOCACY: both proactive and reactive should be considered.		
<b>Desired or Ideal State:</b> (What are the end results and effect of this effort?) Make stakeholders* aware of functions, benefits, costs, needs (etc.) of urban TREES/forests. *policy makers, general public, public/private sectors, communities, practitioners.		
<b>Benefits:</b> Pass on info to others to advance preferred methods. Synergistic efforts to achieve mission. Acceleration/success of mission. Build stakeholdership. Leverages info to address challenges and opportunities in urban forestry.	<b>Justification:</b> Engages others in the work of and momentum of/around the WUFC mission.	
<b>Action Steps:</b> (What are the tasks you need to undertake? What are some practical initiatives, programs, policies, or actions that you can suggest to address this issue? Where do you have leverage points or areas of influence and control?)		
<b>TASK:</b> Define terms/concepts of our “new” group/ideal state.	<b>BY WHOM:</b> Whole group	<b>WHEN:</b> By March 2016 WUFC meeting
<b>TASK:</b> Clarify “niches” roles/focus. Which targets should we focus on?	<b>BY WHOM:</b> Whole group	<b>WHEN:</b> By March 2016
<b>TASK:</b> Determine or clarify messages/process (=the path or way), approvals needed, how we will bridge with other 3 strategic priorities of WUFC, priorities/timelines.	<b>BY WHOM:</b> Whole group	<b>WHEN:</b> By Mid-year 2016
<b>RESOURCES NEEDED:</b> None at this time		
<b>PARTNERS/COLLABORATORS:</b> Other strategic issue groups of WUFC for starters! Depends on messages selected.		
<b>EVALUATION IDEAS: Undetermined at this time.</b> (What are measurable outcomes? Include milestones.)		
<b>ADVOCACY GROUP INCLUDES:</b> <i>Curt Witynski*(fearless leader), Patty Dreier, Jeff Treu, Shirley Brabender, Kimberly Miller, Kelli Tuttle, Martin Whitehead</i>		

# STRATEGIC ACTION PLANNING

## URBAN WOOD UTILIZATION

Related to Urban Wood Utilization, the following is the content of the past list of outcomes and actions brought to the meeting on November 5. I do not know when the list was developed. I've added notes in RED of current actions, accomplishments. My comments are related to highest use urban wood utilization, namely lumber.

### Outcomes:

- WDNR positions assigned to urban wood marketing and utilization
- Statewide coordination of market and supply chain development
- Develop a Wisconsin Urban Wood brand

### Actions:

- Work with WDNR to assign staff. **Accomplished**
- Promote/educate arborists, municipal officials, loggers, forest product industry about potential. **Ongoing through efforts by WDNR new staff and Wisconsin Urban Wood (WUW).**
- Economic Analysis. **In development stage with WDNR new staff and WUW has developed a growth metrics for tracking partner data.**
- Standards Development. **Urban Wood specification developed in 2014. Hopeful shared input and benefit from ongoing development of the ANSI A300 part 11 standard.**
- Wisconsin Urban Wood brand developed. **Wisconsin Urban Wood, a 501c3 nonprofit organization, was developed in 2014. [www.wisconsinurbanwood.org](http://www.wisconsinurbanwood.org)**

On November 5, 2015 the Urban Wood Utilization committee developed the following "Outcomes". Although this committee is prepared to outline the "Actions", these were not prepared at the time of the meeting.

### Outcomes:

- Source – steady stream of logs (from municipal and private waste streams)
- Producers – increase number of producers and volume of urban wood produced.
- Awareness – Increase in wood specifying/using industries and consumer awareness/acceptance/confidence.

**URBAN WOOD UTILIZATION GROUP INCLUDES:** *Dwayne Sperber (leader), August Hoppe*

# STRATEGIC ACTION PLANNING

## STORMWATER ISSUE GROUP

### *Summary for Council*

- Issue Group Members: Blake, Leif, Jeff T., Jordan, David, Wendy, Don
- Chairperson: None identified. David and I cannot be, since we are on the executive committee.  
Neither Blake nor Leif were comfortable taking this on. **Wendy**, as a member of our team that wasn't there yesterday, would you be willing to be our chair? With your strong background in stormwater, we thought you might be an ideal candidate.
- Desired or Ideal State: Identify and promote the positive benefits of the urban forest to stormwater management.
- Action Steps (Note—most of these are continuations of our original steps; additions are highlighted):
  - Update full Council on stormwater issue and possible actions.
  - Research studies and policies implemented by other states and communities.
  - Encourage discussion between DNR's forestry and stormwater branches.
  - Promote and recognize Best Management Practices (BMPs) within communities.
  - Pursue possible grant project to quantify impact on stormwater "before and after" an EAB infestation.
  - Identify barriers for recognition, adoption and implementation of trees' stormwater benefits.

### *Follow-Up Items*

- **Shirley, Curt and Kelli**, you have been on our team in the past, but abandoned ship yesterday ☺.  
Since you can be on more than one issue group, if desired, please let us know if you would still like to be included with future activities on our team.
- We should probably come up with more **specific goals** within these areas, determine who the **audience** is for each one, and specify **how to measure** our progress. Maybe we should have a conference call to discuss these topics in more detail.